

An Examine the Role of Advertising and Promotion on Brand Equity creation at Nestle

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Abstract— This study investigates the impact of advertising and promotional strategies on the creation and enhancement of brand equity for Nestlé within the Indian FMCG sector. Employing a quantitative approach, primary data were collected through structured questionnaires from 169 consumers, complemented by secondary data from industry sources. Statistical analyses, including correlation and regression, revealed that advertising significantly influences brand awareness, perceived quality, and consumer loyalty, while promotional activities notably encourage product trials and short-term engagement. Findings indicate that social media advertising is the most effective platform, and that well-designed campaigns emphasizing brand values foster stronger consumer connections. The research underscores the importance of balancing advertising and promotions to sustain long-term brand equity. These insights provide practical guidance for marketers aiming to optimize brand-building efforts in dynamic, culturally diverse markets, thereby strengthening competitive advantage and consumer trust.

Keywords— Advertising, Promotion, Brand Equity, Marketing Communication, Brand Awareness, Brand Loyalty, Consumer Perception, Brand Image, Integrated Marketing, Promotional Strategies, Marketing Effectiveness, Consumer Behaviour, Brand Positioning, Corporate Branding.

I. INTRODUCTION

In the increasingly competitive global marketplace, brand equity has emerged as a critical asset for companies seeking long-term growth, consumer loyalty, and market differentiation. Brand equity refers to the value that a brand adds to a product or service, as perceived by consumers. It encompasses elements such as brand awareness, brand associations, perceived quality, and brand loyalty. For multinational corporations like Nestlé—one of the world's leading food and beverage companies—building and maintaining strong brand equity is essential to sustaining its market leadership and customer trust across diverse product categories and geographies.

Advertising and promotion are among the most influential tools in shaping brand equity. Through strategic advertising campaigns, companies can communicate their brand values, educate consumers, evoke emotions, and build meaningful connections. Similarly, promotional activities—ranging

from price discounts and coupons to sponsorships and experiential marketing—play a crucial role in enhancing brand visibility and stimulating consumer engagement. At Nestlé, which manages a broad portfolio of iconic brands such as Nescafé, Maggi, and KitKat, advertising and promotional strategies are meticulously crafted to reinforce the brand identity, highlight product benefits, and foster lasting consumer relationships.

This study aims to examine the role of advertising and promotion in the creation of brand equity at Nestlé. By analysing the effectiveness of its marketing strategies, this research seeks to understand how Nestlé leverages these tools to enhance consumer perception, drive brand preference, and maintain its competitive edge in the global market. The findings of this study will offer valuable insights for marketers and brand managers striving to optimize brand-building efforts in an evolving consumer landscape.

II. LITERATURE REVIEW

1. In 1991, Aaker D.A. looked at healthy living. Ensuring that a brand's value is protected and improved. The world of free press. According to Aaker, advertising influences people's views and faithfulness to a brand. He believes that brand equity includes brand awareness, links in people's minds, the way quality is seen and how dedicated customers are.

2. Keller, K.L. wrote in 1993. The article looks at how Customer-Based Brand Equity can be conceptualized, measured and managed. In his work from 1998, Keller says that advertising and other branding actions lead to brand recognition and eventually create customer-based brand equity.

3. Kotler, P. and Keller, K. L., wrote the book in 2016. *Marketing Management* (the 15th edition). Pearson. It demonstrates how necessary marketing and promotion are for a brand's growth. To help solidify their global image, authors say Nestlé uses strategic advertisements.

4. Yoo, B. and Donthu, N. (2001). The formation and support of a broad-based brand equity scale based on consumer opinions. *Journal of Business Research* 52 (1): 1–14. It explores the effects of advertising and promotions on brand equity's major aspects: level of awareness, ratings for quality and loyalty to the brand.

5. Villarejo-Ramos, Á. Sánchez-Franco M. J. and F (2005) Study on marketing communication and price promotions and their impact on brand equity *The Journal of Brand Management*, 12(6), 431–444. Authors point out that's advertising and sales help build a brand name over time, but too many offers that drop the price might harm the brand's reputation.

6. In their article, K.R. Percy Sr. and J.R. Rossiter focus on strategies used to increase people's awareness of a brand and their feelings towards it. Article appears in *Psychology & Marketing*, volume 9, issue 4, pages 263–274. The study allows advertising mediums to be arranged and found their results in increasing brand awareness and shaping the attitude of consumers, resulting in brand equity.

7. In 2006, Esch, Langner, Schmitt and Geus published the article. Is it possible for Brands to last forever? The article looks at the direct relationship between brand knowledge and relationships and current and future shopping decisions. An overview of the lasting connections between brand advertising and the way consumers relate to a brand and their influence on brand equity.

8. Buil, I. de Chernatony, L. Martinez and E. (2013) examined the effects of advertising and sales promotions on brand equity in the *Journal of Business Research's* special 66(1) volume. The authors look at the impact of advertising

and sales promotions on several sides of brand equity through practical research.

9. In 2002, S.A. Neslin wrote the study. *Sales Promotion*. This work was made possible by the Marketing Science Institute (MSI). It looks at the reasons behind sales promotions and their impact on customer actions as well as their influence on the brand's reputation over time.

10. M. G. Dekimpe, J. E. M. Steenkamp, M. Mellens and P. Vanden Abeele were the co-authors of (1997). *People Are Showing Decreasing Love and Varying Preference for Aerospace Brands*. *International Journal of Research in Marketing*, 14:5; pp. 405–420. Moreover, this research points out that overuse of short-run promotions can lower brand loyalty and damage the brand's value.

11. In 2006, Keller and Lehmann wrote about forming close school-student relationships. Branding and brands should be the focus of outstanding evidence and research. *Marketing Sci* 25(6), pages 740–759. *How Advertising and Promotions Influence a Brand's Image and Reputation* → - This text investigates the effects of advertising and promotions on people's ideas about brands and on brand equity in the long term.

12. Zemanova Rahman and Christina S. Areni published the following in 2014. *A Comparison of Advertising and Promotion on Brand Equity* *Journal of Consumer Marketing*, 31 It compared how advertisements affect the brand's success compared to promotional approaches to increasing brand equity.

13. Moisescu, O.I., wrote a book in 2015. *Studies on Fast-Moving Consumer Goods: Looking at Advertising's Influence on Brand Equity for Consumers*. *Procedia Economics and Finance* published my work in a 5-page article on page 1456–1460, volume 23. The work gives a view of the brand equity that comes from ad investment in FMCG (e.g. Nestlé) goods.

14. Ewing, M. T. and Napoli, J. (2005). Establishing, evaluating and improving a Multi-Dimensional Consumer-Based Brand Equity Scale. *Journal of Marketing Theory and Practice*, 13(4), pages 26 to 38. It also discusses how brand equity is calculated and points out that advertising matters a lot for forming a positive image of the brand in consumers' minds

15. In 2004, Rust, Zeithaml and Lemon published the book Rust, R.T., Zeithaml, V.A., & Lemon, K.N. (2004). R.O.M: Learning to Use Customer Equity in Your Marketing Strategy 68, 109–127. *Journal of marketing* the paper examines the link between spending on advertising and the growth of a brand's equity.

Research Gap:

Although extensive research has established a clear relationship between advertising, promotion, and brand equity, most studies have focused on theoretical models, general consumer goods, or broad industry-level analysis, with limited attention to specific company-level evaluations in real-world FMCG contexts like Nestlé.

Key gaps include:

1. **Limited Brand-Specific Empirical Studies** While authors like Aaker (1991), Keller (1993, 1998), and Yoo & Donthu (2001) conceptualized brand equity dimensions and emphasized the impact of advertising, there is a lack of brand-specific empirical studies that analyze how companies like Nestlé strategically use advertising and promotion to build brand equity in different product categories.
2. **Insufficient Focus on Balance between Advertising and Promotions** Several works (e.g., Villarejo-Ramos et al., 2005; Neslin, 2002; Dekimpe et al., 1997) note that excessive promotional strategies can erode brand value, yet few studies evaluate how leading FMCG brands manage the trade-off between short-term sales promotion and long-term brand equity—a critical aspect for a global brand like Nestlé.
3. **Lack of FMCG-Specific Brand Equity Insights in the Indian Context** Moisescu (2015) and others have looked at the FMCG sector globally, but very few studies have analyzed Indian consumer perceptions or Nestlé's advertising and promotional effectiveness in emerging markets like India, where cultural, economic, and media consumption patterns significantly differ.
4. **Missing Longitudinal or Cross-Channel Analysis** While Esch et al. (2006) and Keller & Lehmann (2006) acknowledged long-term relationships and emotional branding, few studies explore how Nestlé's sustained advertising campaigns across digital, print, and TV platforms influence brand equity components (awareness, perceived quality, loyalty) over time.
5. **Inadequate Comparative Insights on Advertising vs. Promotion** Zemanova Rahman & Areni (2014) explored differences between advertising and promotions in their impact on brand equity, but there remains a research gap in comparing these effects specifically within

Nestlé's marketing strategy, where both approaches are used extensively.

Despite numerous conceptual and empirical contributions to understanding the influence of advertising and promotion on brand equity, there is a significant lack of brand-specific, FMCG-focused, and India-based empirical studies that examine how a multinational brand like Nestlé strategically balances advertising and promotional efforts to enhance and sustain customer-based brand equity. This study aims to bridge this gap by analysing the real-world effectiveness of Nestlé's marketing communication strategies on brand equity dimensions, with an emphasis on consumer perception and long-term brand loyalty.

Statement of the Problem:

Despite extensive scholarly research highlighting the relationship between advertising, promotion, and brand equity, much of the existing literature remains concentrated on conceptual models, broad industry analyses, and general consumer goods. There is a noticeable absence of empirical studies that investigate the role of advertising and promotional strategies in building brand equity at the company-specific level, particularly within the fast-moving consumer goods (FMCG) sector.

In the case of Nestlé, a globally renowned FMCG giant with a diverse portfolio of brands, there is limited research that explores how its advertising and promotional strategies influence key dimensions of brand equity such as brand awareness, perceived quality, brand associations, and consumer loyalty. Additionally, there is inadequate understanding of how Nestlé balances its long-term branding efforts through advertising with short-term sales promotions without compromising brand value.

This gap becomes even more pronounced in the Indian context, where cultural diversity, consumer behavior, media consumption patterns, and economic dynamics differ significantly from global markets. Furthermore, the lack of longitudinal and cross-channel analysis restricts a deeper understanding of how sustained, multi-platform marketing communication efforts impact brand equity over time.

Therefore, the problem that this study seeks to address is the lack of empirical, brand-specific, and market-specific insights into how advertising and promotional strategies are effectively employed by Nestlé to build and sustain customer-based brand equity in India. The study aims to evaluate the real-world effectiveness of Nestlé's integrated marketing communication approach, examining the comparative and combined impact of advertising and promotions on consumer perception and brand loyalty.

Need For the Study:

In today's highly competitive and brand-driven marketplace, the creation and sustenance of **brand equity** have become vital for companies seeking long-term consumer loyalty and market leadership. For fast-moving consumer goods (FMCG) companies like **Nestlé**, advertising and promotion serve as crucial tools not only to increase visibility but also to shape consumer perception and influence purchasing decisions.

While **existing literature** extensively highlights the theoretical relationship between advertising, promotion, and brand equity, most studies focus on **generic brands, international markets, or industry-level trends**, offering limited insight into how individual companies like Nestlé use strategic marketing communication to enhance brand equity in real-world scenarios.

Moreover, the **Indian FMCG market** presents unique challenges and opportunities due to its diverse consumer base, cultural complexity, and rapidly evolving digital landscape. Despite Nestlé's strong presence in India, **there is a scarcity of empirical research** assessing how its advertising and promotional strategies affect brand equity dimensions such as **brand awareness, perceived quality, brand associations, and customer loyalty** within this context.

This study is therefore essential to:

- Fill the gap in **company-specific, India-focused research** on brand equity.
- Evaluate the **effectiveness of advertising versus promotional strategies** used by Nestlé.
- Provide **practical insights** for marketers and brand managers on how to balance short-term promotional goals with long-term brand value creation.
- Assist Nestlé and similar FMCG firms in **refining their integrated marketing communication strategies** for improved consumer engagement and brand sustainability.

By addressing these gaps, the study will contribute to a better understanding of how targeted advertising and promotions drive brand equity and offer a **strategic framework for enhancing brand performance** in competitive and culturally diverse markets like India.

Objectives of the Study:

- To analyse how the advertisement and promotion influence on nestle's brand equity.
- To evaluate effect of different promotional strategies on customers loyalty and brand awareness.

- To examine how nestle's marketing campaigns impact consumer perceptions and buying decisions.
- To put forth key advertising techniques that add value to Nestlé's brand and brand position in the market

Scope of the Study:

The scope of this study is centered on analysing the impact of **advertising and promotional strategies** on the creation and enhancement of **brand equity** at **Nestlé**, with a particular focus on its operations in the **Indian FMCG sector**. The study seeks to explore how Nestlé's marketing communication—across various channels such as **television, print, digital media, social media platforms, and in-store promotions**—contributes to strengthening key brand equity components like **brand awareness, perceived quality, brand associations, and customer loyalty**.

Specifically, the study covers the following dimensions:

1. **Geographical Scope:** The study is confined to **Nestlé's Indian market**, considering the cultural, economic, and media-specific characteristics that influence consumer responses to advertising and promotion.
2. **Brand Scope:** The focus will be on selected **Nestlé brands** that are actively promoted in India, such as **Maggi, Nescafé, KitKat, and Milkmaid**, offering insight into how advertising and promotions differ across product categories.
3. **Marketing Scope:** It includes an evaluation of both **advertising (e.g., mass media, digital ads, influencer marketing)** and **promotional tools (e.g., price discounts, contests, in-store offers)** and their comparative and combined effects on brand equity.
4. **Time Frame:** The study will examine **current and recent (past 3–5 years)** advertising and promotional campaigns to assess both short-term outcomes and long-term brand equity impact.
5. **Target Respondents:** The study will primarily target **consumers of Nestlé products** in India to understand their perception of the brand and its marketing efforts.

Brand Equity Dimensions: The research will focus on four major components of brand equity—**brand awareness, perceived quality, brand associations, and brand loyalty**, as conceptualized by Aaker and Keller.

Hypotheses of the Study:

H₀: Advertising and promotional strategies have no significant impact on brand equity creation at Nestlé.

H_{1a}: Advertising has a significant positive impact on brand awareness of Nestlé products.

H_{1b}: Advertising positively influences consumer perceptions of the quality of Nestlé products.

H_{1c}: Advertising significantly enhances brand associations in the minds of consumers toward Nestlé.

H_{1d}: Advertising contributes positively to customer loyalty toward Nestlé brands.

H_{1e}: Sales promotions have a significant effect on short-term brand engagement but a limited effect on long-term brand loyalty.

H_{1f}: Excessive reliance on price-based promotions negatively affects perceived quality and overall brand equity of Nestlé.

H_{1g}: A balanced and integrated use of advertising and promotions leads to stronger brand equity creation than relying on either strategy alone.

Limitations of the Study:

While this study aims to provide meaningful insights into how advertising and promotional strategies impact brand equity at Nestlé, several limitations must be acknowledged:

1. **Geographical Limitation:** The study is limited to the **Indian market** and may not reflect the impact of Nestlé's advertising and promotion strategies in other countries with different consumer behaviors, media preferences, and economic conditions.
2. **Brand-Specific Focus:** The research focuses exclusively on **Nestlé and selected product lines** (e.g., Maggi, Nescafé, KitKat), which may limit the generalizability of the findings to other brands or companies in the FMCG sector.
3. **Time Constraint:** The study evaluates campaigns and consumer perceptions within a **specific time frame**, which may not capture **long-term changes** in brand equity resulting from cumulative or evolving marketing efforts.
4. **Consumer Perception Bias:** The findings rely heavily on **consumer self-reported data**, which can be influenced by **personal biases, recall limitations, or temporary opinions** shaped by current trends or recent advertisements.
5. **Limited Media Scope:** While efforts are made to consider both traditional and digital channels, the study may **not comprehensively cover all forms of media**, such as influencer marketing, out-of-

home advertising, or emerging platforms like OTT.

6. **Dynamic Marketing Environment:** The marketing landscape, particularly in digital media, is **rapidly evolving**, and some strategies assessed may become outdated or less relevant by the time the study is completed or published.
7. **Focus on Perceptual Brand Equity:** The study emphasizes **consumer-based brand equity** (awareness, perceived quality, associations, and loyalty) but does not analyze **financial or market-based brand equity metrics**, such as revenue impact or shareholder value

III. RESEARCH METHODOLOGY

1. Research Design: The study adopts a descriptive and causal research design. Descriptive design helps in understanding the current advertising and promotional strategies used by Nestlé, while causal research helps in analyzing the impact of these strategies on brand equity.

2. Research Approach: A quantitative research approach is employed to collect and analyze data. This enables the use of statistical tools to measure the relationship between advertising, promotion, and brand equity variables.

3. Data Sources:

- **Primary Data:** Collected through structured questionnaires administered to Nestlé consumers.
- **Secondary Data:** Sourced from company reports, industry publications, academic journals, and marketing case studies relevant to Nestlé's advertising and promotion strategies.

4. Data Collection Method: A survey method using a structured questionnaire is utilized. The questionnaire includes closed-ended and Likert scale questions aimed at measuring consumer perceptions of advertising, promotional effectiveness, and brand equity.

5. Sampling Design:

- **Target Population:** Consumers of Nestlé products in urban areas.
- **Sampling Technique:** Stratified random sampling is used to ensure representation across various demographics such as age, gender, and income.
- **Sample Size:** A sample size of 169 respondents is selected for reliable and generalizable results.

6. Tools for Data Analysis:

The collected data will be analysed using Excel. The following statistical tools will be used:

- Descriptive statistics (mean, percentage, standard deviation)
- Correlation analysis to assess the relationship between advertising/promotion and brand equity
- Regression analysis to determine the impact of advertising and promotion on brand equity
- ANOVA to compare brand equity perceptions across demographic segments

7. Variables of the Study:

- Independent Variables: Advertising strategies, promotional tools (sales promotions, discounts, sponsorships, etc.)
- Dependent Variable: Brand equity (measured through brand awareness, brand loyalty, perceived quality, and brand associations)

8. Period of Study: The data collection and analysis will be conducted over a three-month period.

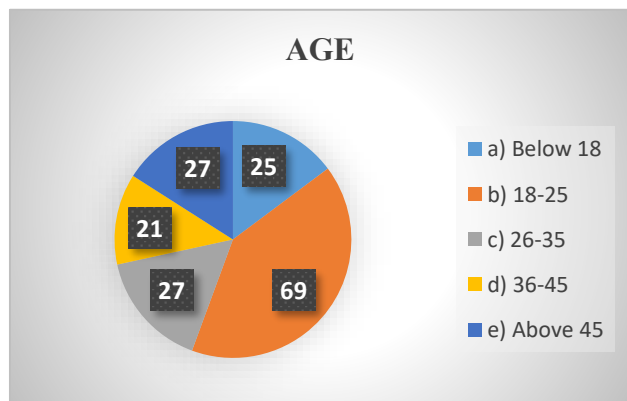
9. Area of Study: The research will be conducted across selected metropolitan cities in India, focusing on areas with a high density of Nestlé consumers.

IV. DATA ANALYSIS & INTERPRETATION

• What is your age group?

Age	Respondents	Percentage
a) Below 18	25	14.7929%
b) 18-25	69	40.8284%
c) 26-35	27	15.97633%
d) 36-45	21	12.42604%
e) Above 45	27	15.97633%
Grand Total	169	100

Table No.



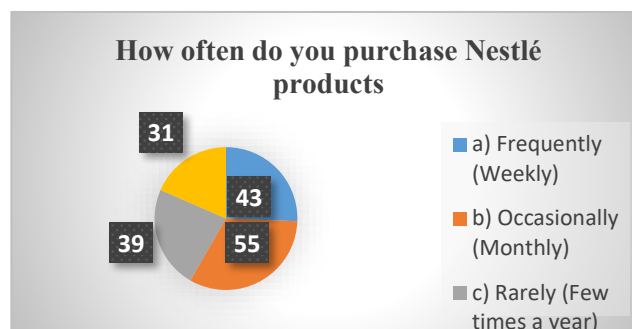
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Interpretation: The above table shows that the majority of respondents (40.83% or 69) are from the age group of 18–25 years, most of whom are young adults. Respondents aged 26–35 years and those who are 45 years old and above make up 15.98% of the total, with 27 people in each group. Out of all the participants, 14.79% were 18 and under and 12.43% were aged 36–45. This also tells us that the main participants are from the group aged 18 to 25.

• How often do you purchase Nestlé products?

How Often Do You Purchase Nestlé Products	Respondents	Percentage
a) Frequently (Weekly)	43	25.60%
b) Occasionally (Monthly)	55	32.74%
c) Rarely (Few times a year)	39	23.21%
d) Never	31	18.45%
Grand Total	168	100.00 %

Table No.



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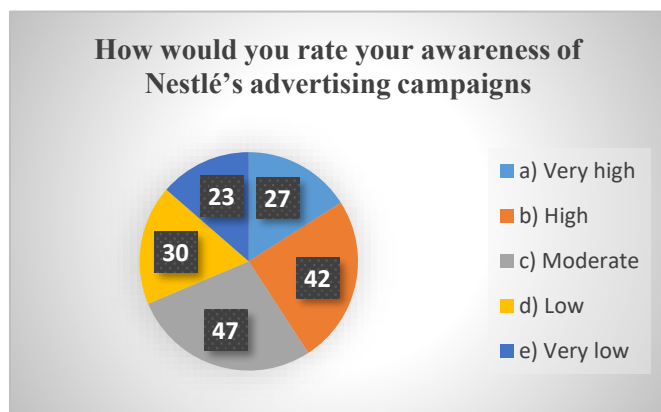
Interpretation: The above table shows that most respondents reported buying Nestlé products a few times per month (55 or 32.74% of them). Another 43 respondents explained that they buy them weekly (25.60%), while 39 (23.21%) mentioned that they rarely purchase Nestlé foods and a total of 31 (18.45%) said they don't purchase from Nestlé at all. We can see that most of the respondents choose to buy Nestlé products each month and several people purchase them often.

• How would you rate your awareness of Nestlé's advertising campaigns?

How would you rate your awareness of Nestlé's advertising campaigns	Respondents	Percentage
a) Very high	27	15.98 %
b) High	42	24.85 %

c) Moderate	47	27.81 %
d) Low	30	17.75 %
e) Very low	23	13.61 %
Grand Total	169	100.00 %

Table No.



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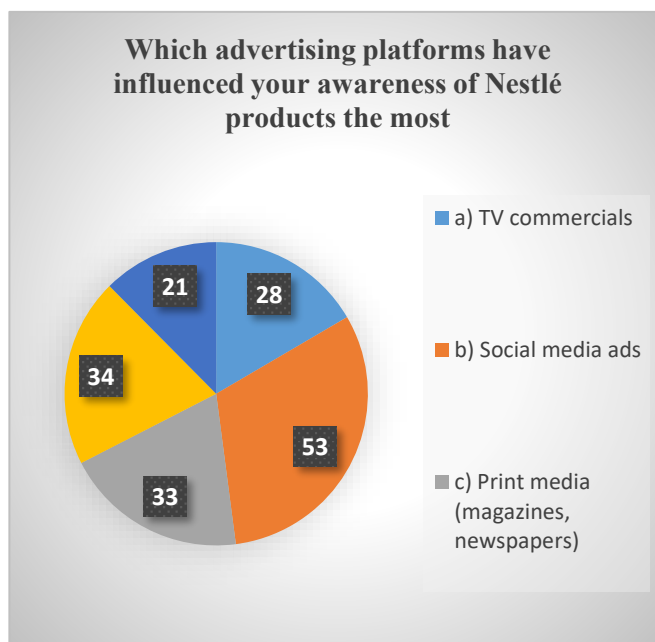
Interpretation: The above table shows that most people have a moderate knowledge of Nestlé's advertising, as 47 of them (27.81%) said so. Fourteen people (8.23%) have a very low awareness, 30 (17.75%) have low awareness and 27 (15.98%) have a high awareness. Fewer people were aware of these topics, with 23 (13.61%), indicating that they are barely aware of them. This shows that the majority of people have at least a moderate level of knowledge about Nestlé's advertisements.

• **Which advertising platforms have influenced your awareness of Nestlé products the most?**

Which advertising platforms have influenced your awareness of Nestlé products the most	Respondents	Percentage
a) TV commercials	28	16.57 %
b) Social media ads	53	31.36 %
c) Print media (magazines, newspapers)	33	19.53 %
d) Online videos (YouTube, streaming platforms)	34	20.12 %
e) Other (please specify)	21	12.43 %

Grand Total	169	100.00 %
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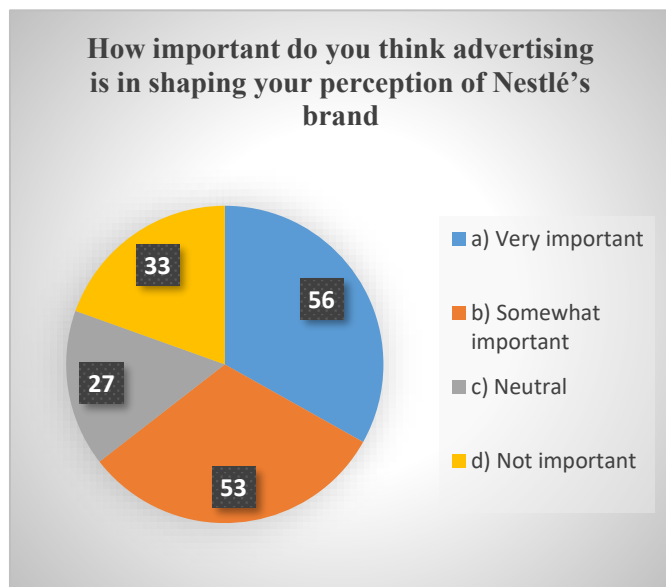
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Interpretation: The above table shows that the number one influencer was social media ads, chosen by 53 respondents (31.36%). Next, 20.12 percent of the respondents stated that online videos such as those on YouTube, influenced them, while 19.53 percent followed print media such as magazines and newspapers. TV commercials convinced 16.57 percent of the respondents. Only 21 participants which accounted for 12.43% of all participants, stated that they use other platforms. Therefore, we learn that social media ads are responsible for making consumers aware of Nestlé products mainly, although online videos are also important.

• **How important do you think advertising is in shaping your perception of Nestlé's brand?**

How Important Do You Think Advertising Is In Shaping Your Perception Of Nestlé's Brand	Respondents	Percentage
A) Very Important	56	33 %
B) Somewhat Important	53	31 %
C) Neutral	27	16 %
D) Not Important	33	20 %
Grand Total	169	100 %

Table No.



Graph No.

Interpretation: The above table shows that most respondents (33%) think advertising is vital in influencing their perception of Nestlé. 31% of respondents said advertising is somewhat important which is followed by 20% who gave it no importance. Because of this, we realize that most participants believe advertising has a big impact on their opinions about the brand.

- Which Nestlé promotional strategy do you find most effective in influencing your purchase decisions?

Which Nestlé promotional strategy do you find most effective in influencing your purchase decisions	Res pon dent s	Per cent age
a) Discounts and price promotions	48	28 %
b) Free samples and product trials	52	31 %
c) Celebrity endorsements	41	24 %
d) Social media campaigns	28	17 %
Grand Total	169	100 %

Table No



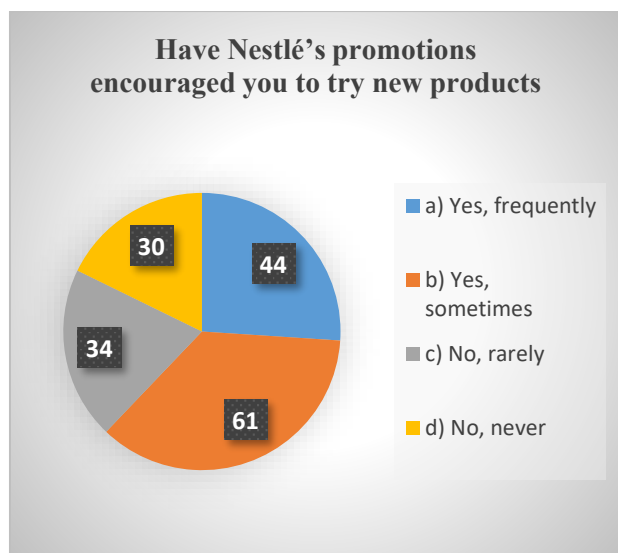
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Interpretation: The above table shows that free samples and product trials had the strongest influence on buyers, as chosen by 31% or 52 people. Next, 48 of the respondents (28%) said that discounts and promotions had the biggest impact, while 41 respondents (24%) were influenced by celebrity ads. 28 of the participants (17%) mentioned that social media was the biggest factor for them. As a result, we understand that offering people to try products or discounts based on price affects their decision to purchase more than any of the other promotional tactics.

- Have Nestlé's promotions encouraged you to try new products?

Have Nestlé's promotions encouraged you to try new products	Respo ndents	Perce ntage
a) Yes, frequently	44	26%
b) Yes, sometimes	61	36%
c) No, rarely	34	20%
d) No, never	30	18%
Grand Total	169	100%

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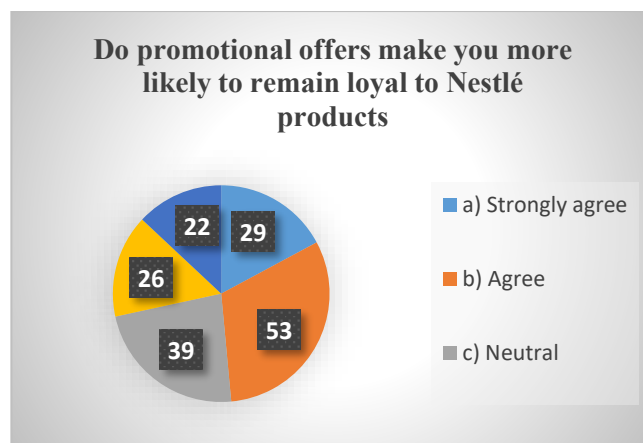
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Interpretation: The above table shows that most respondents said they had been tempted to try a different Nestlé product because of the company's promotions, with 61 (36%). After that, 26% of people, representing 44 respondents, said yes, frequently. 20% voted no, rarely and 18% said no, never. So, we can tell that most respondents are swayed by Nestlé's promotions at some point to try different products which indicates that promotional efforts are making a difference.

- **Do promotional offers make you more likely to remain loyal to Nestlé products?**

Do promotional offers make you more likely to remain loyal to Nestlé products	Resp onde nts	Perc enta ge
a) Strongly agree	29	17%
b) Agree	53	31%
c) Neutral	39	23%
d) Disagree	26	15%
e) Strongly disagree	22	13%
Grand Total	169	100 %

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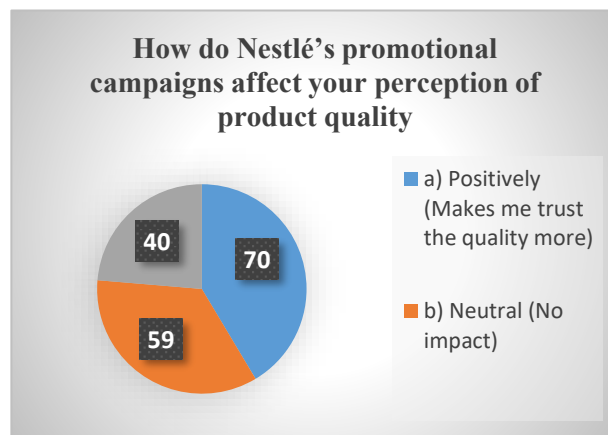
Interpretation: The above table shows that most respondents (31% or 53 people) agree that sales and deals from Nestlé encourage them to remain loyal to its products. There are also 39 participants (23%) who are neutral on this issue, as well as 29 who strongly agree, 26 who disagree and 22 who are strongly opposed to it. As a result, we realize that though most find that promotional offers impact their loyalty for the company, there are others who have different opinions.

- **How do Nestlé's promotional campaigns affect your perception of product quality?**

How do Nestlé's promotional campaigns affect your perception of product quality	Resp onde nts	Perc enta ge
a) Positively (Makes me trust the quality more)	70	41%
b) Neutral (No impact)	59	35%
c) Negatively (Makes me doubt the quality)	40	24%
Grand Total	169	100 %

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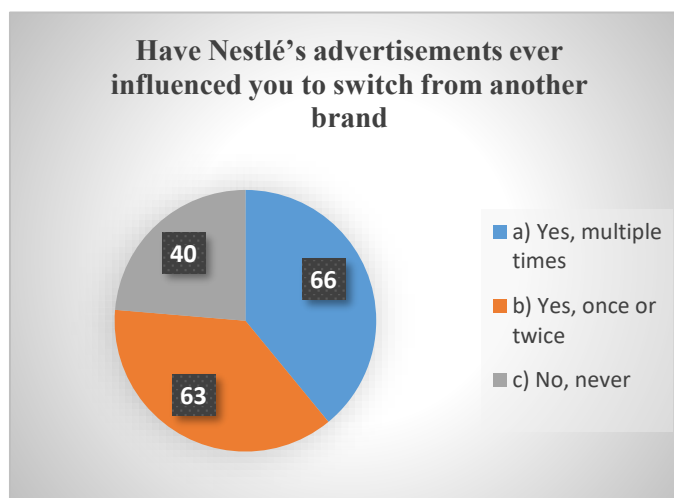
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Interpretation: The above table shows that the majority of respondents, 70 (41%), feel that Nestlé's marketing campaigns make them believe that the products are of good quality. 59 people out of the 180 (35%) felt that promotions do not have an effect on their thoughts about the quality of the product. 40 individuals (24%) thought that promotions reduce their trust in the products. Most people say that promotions help them trust Nestlé products more, but some are not influenced and others even counter this view.

- **Have Nestlé's advertisements ever influenced you to switch from another brand?**

Have Nestlé's advertisements ever influenced you to switch from another brand	Respondents	Percentage
a) Yes, multiple times	66	39%
b) Yes, once or twice	63	37%
c) No, never	40	24%
Grand Total	169	100%

Table No



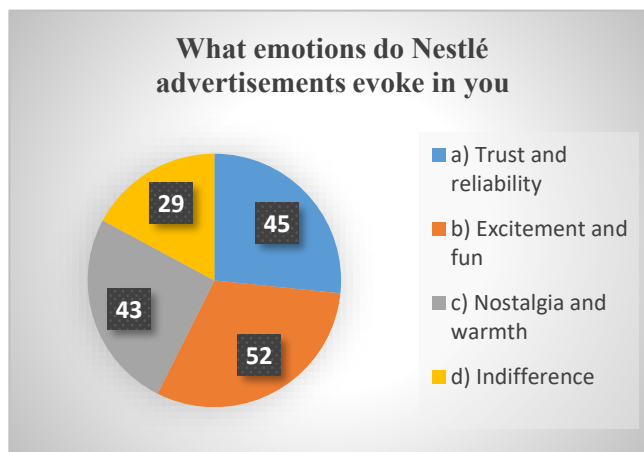
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Interpretation: The above table shows that the majority of respondents reported that Nestlé's advertisements have influenced them to switch from another brand multiple times, with 66 respondents (39%). This is followed by 63 respondents (37%) who said they have switched once or twice. 40 respondents (24%) mentioned they have never switched brands because of Nestlé's advertisements. Through this, we can understand that most respondents have, at some point, changed their brand preference in favor of Nestlé due to its advertising efforts, reflecting the strong influence of their marketing campaigns.

- **What emotions do Nestlé advertisements evoke in you?**

What emotions do Nestlé advertisements evoke in you	Respondents	Percentage
a) Trust and reliability	45	27%
b) Excitement and fun	52	31%
c) Nostalgia and warmth	43	25%
d) Indifference	29	17%
Grand Total	169	100%

Table No



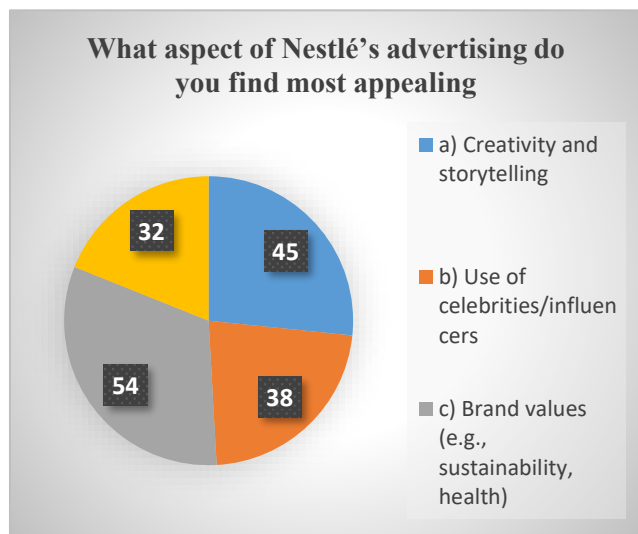
Graph No

Interpretation: The above table shows that most people (31%) in the survey find that Nestlé ads are cheerful and exciting. Then, 45 people (27%) identified the ads with feelings of trust and dependability. Another 43 people (25%) mentioned the ads reminded them of happy memories and kindness and 29 (17%) felt nothing when seeing the advertisements. It is clear from this information that Nestlé's ads tend to make most respondents excited and trusting, even though a few feel indifferent to their messaging.

- **What aspect of Nestlé's advertising do you find most appealing?**

What aspect of Nestlé's advertising do you find most appealing	Respondents	Percentage
a) Creativity and storytelling	45	27%
b) Use of celebrities/influencers	38	22%
c) Brand values (e.g., sustainability, health)	54	32%
d) Product demonstration	32	19%
Grand Total	169	100%

Table No



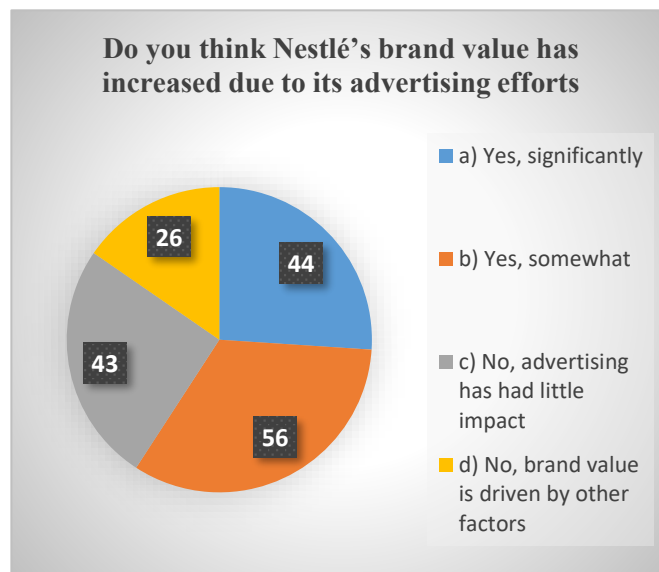
Graph No

Interpretation: The above table shows that most participants found sustainability and health to be the most attractive thing about Nestlé's advertisements, amounting to 32% of the responses. The next group of 45 respondents consider the storytelling and creative style of the ads their favorite thing. 38 respondents cited the use of celebrities and 32 respondents pointed out the useful product demonstrations. We can tell that what matters most to consumers is Nestlé's commitment to brand values and creativity and celebrities also contribute.

- **Do you think Nestlé's brand value has increased due to its advertising efforts?**

Do you think Nestlé's brand value has increased due to its advertising efforts	Respondents	Percentage
a) Yes, significantly	44	26%
b) Yes, somewhat	56	33%
c) No, advertising has had little impact	43	25%
d) No, brand value is driven by other factors	26	15%
Grand Total	169	100 %

Table No



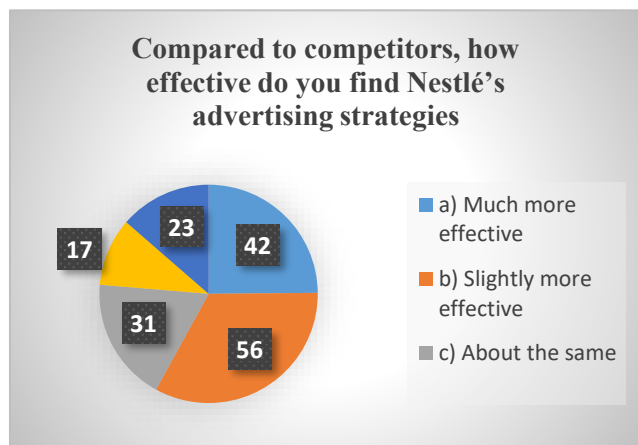
Graph No

Interpretation: The above table shows that out of the total, most respondents believe Nestlé's brand has improved a little through its advertising, counting for 56 people (33%). The next group of 44 respondents (26%) thinks the brand's value increased a lot, while 43 respondents (25%) note advertising did not change it much. Twenty-six respondents (15%) believe brand value depends on different factors. As a result, most of those surveyed agree that advertising has a positive impact on Nestlé's brand reputation, yet others consider other aspects to be more crucial.

- **Compared to competitors, how effective do you find Nestlé's advertising strategies?**

Compared to competitors, how effective do you find Nestlé's advertising strategies	Respondents	Percentage
a) Much more effective	42	25%
b) Slightly more effective	56	33%
c) About the same	31	18%
d) Less effective	17	10%
e) Much less effective	23	14%
Grand Total	169	100 %

Table No



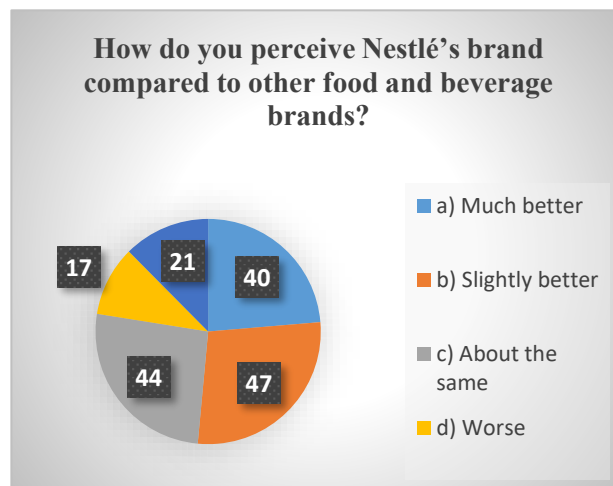
Graph No

Interpretation: The above table shows that most respondents believe Nestlé's advertising works slightly better than other food companies, with 33% answering this way. Then, 42 respondents indicate Nestlé's advertising is significantly more powerful than competitors. On the other hand, 18% think it is equally as good, 10% think it has less impact and 14% feel it falls much below in comparison. Looking at the results, we realize that nearly all the respondents feel that Nestlé's ad strategies work better than its competitors', but some view them as the same or only a bit less efficient.

- **How do you perceive Nestlé's brand compared to other food and beverage brands?**

How do you perceive Nestlé's brand compared to other food and beverage brands	Respondents	Percentage
a) Much better	40	24%
b) Slightly better	47	28%
c) About the same	44	26%
d) Worse	17	10%
e) Much worse	21	12%
Grand Total	169	100%

Table No



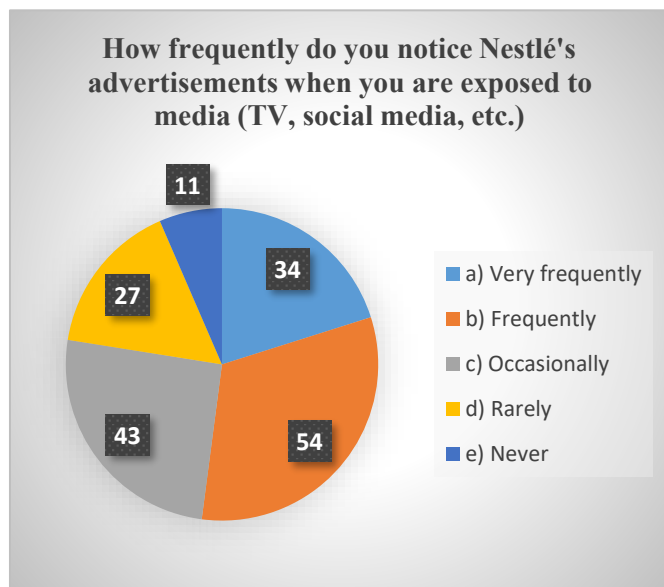
Graph No

Interpretation: The above table shows that nearly a third (28%) of respondents believe that Nestlé's brand is better than most other food and beverage brands. Then, 40 respondents (24%) consider Nestlé's brand to be much more appealing, while a similar number (26% or 44 respondents) think it is the same as other brands. Just 17 respondents (10%) believe Nestlé's brand to be inferior and 21 (12%) regard it as an appealing brand. From this information, we can tell that while the majority think highly of Nestlé's brand, many people consider it to be no better or even a bit worse, than competitors.

- **How frequently do you notice Nestlé's advertisements when you are exposed to media (TV, social media, etc.)?**

How frequently do you notice Nestlé's advertisements when you are exposed to media (TV, social media, etc.)	Respondents	Percentage
a) Very frequently	34	20%
b) Frequently	54	32%
c) Occasionally	43	25%
d) Rarely	27	16%
e) Never	11	7%
Grand Total	169	100%

Table No



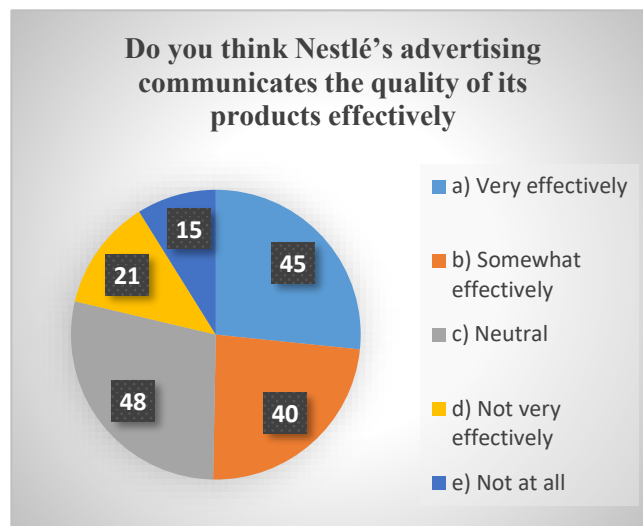
Graph No

Interpretation: The above table shows that the majority of respondents notice Nestlé's advertisements frequently, with 54 respondents (32%). This is followed by 43 respondents (25%) who notice the ads occasionally, and 34 respondents (20%) who see them very frequently. 27 respondents (16%) notice the advertisements rarely, while only 11 respondents (7%) said they never notice them. Through this, we can understand that most respondents regularly notice Nestlé's advertisements across various media platforms.

- **Do you think Nestlé's advertising communicates the quality of its products effectively?**

Do you think Nestlé's advertising communicates the quality of its products effectively	Respondents	Percentage
a) Very effectively	45	27%
b) Somewhat effectively	40	24%
c) Neutral	48	28%
d) Not very effectively	21	12%
e) Not at all	15	9%
Grand Total	169	100 %

Table No



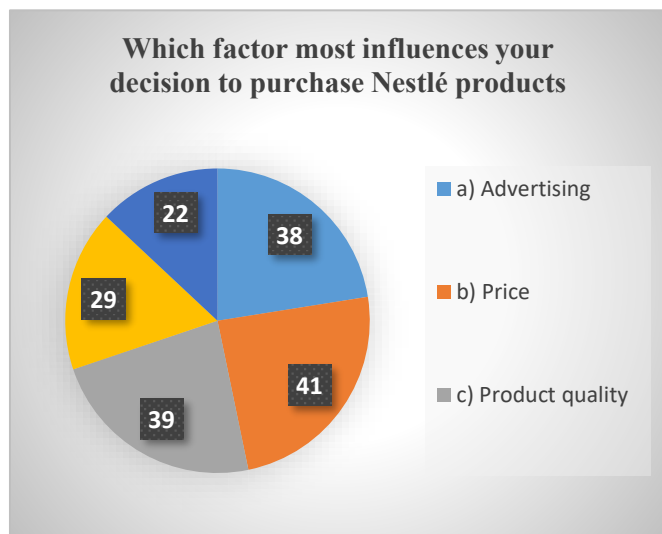
Graph No

Interpretation: The above table shows that the majority of respondents believe Nestlé's advertising communicates product quality very effectively or somewhat effectively, with 45 respondents (27%) choosing very effectively and 40 respondents (24%) choosing somewhat effectively. Meanwhile, 48 respondents (28%) remained neutral. 21 respondents (12%) think the advertising communicates quality not very effectively, and 15 respondents (9%) believe it does not at all. Through this, we can understand that most respondents feel Nestlé's advertising is effective in conveying product quality, though a significant portion remain neutral or less convinced.

- **Which factor most influences your decision to purchase Nestlé products?**

Which factor most influences your decision to purchase Nestlé products	Respondents	Percentage
a) Advertising	38	22%
b) Price	41	24%
c) Product quality	39	23%
d) Brand reputation	29	17%
e) Recommendations from others	22	13%
Grand Total	169	100 %

Table No



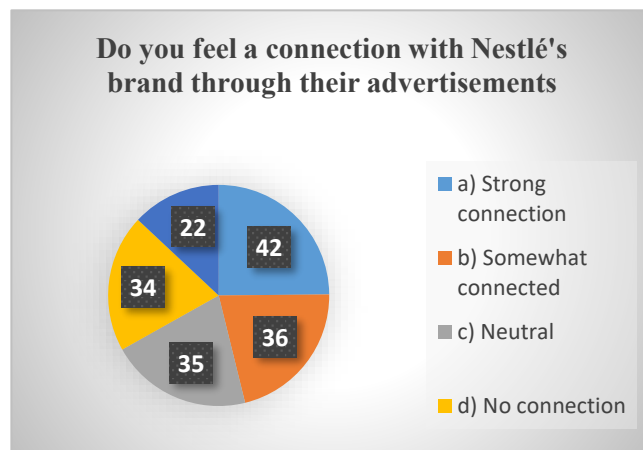
Graph No

Interpretation: The above table shows that the majority of respondents consider price as the most influential factor in their decision to purchase Nestlé products, with 41 respondents (24%). This is followed closely by product quality with 39 respondents (23%), and advertising with 38 respondents (22%). 29 respondents (17%) mentioned brand reputation, while 22 respondents (13%) said recommendations from others influence their purchase decisions the most. Through this, we can understand that price, product quality, and advertising are key factors that impact consumers' buying choices for Nestlé products.

- **Do you feel a connection with Nestlé's brand through their advertisements?**

Do you feel a connection with Nestlé's brand through their advertisements	Respo ndent s	Perc enta ge
a) Strong connection	42	25%
b) Somewhat connected	36	21%
c) Neutral	35	21%
d) No connection	34	20%
e) Not at all	22	13%
Grand Total	169	100 %

Table No



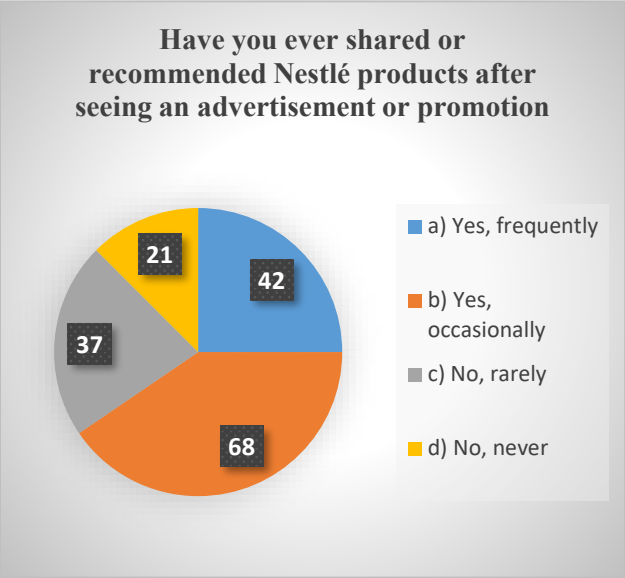
Graph No

Interpretation: The above table shows that the majority of respondents feel a strong or somewhat connection with Nestlé's brand through their advertisements, with 42 respondents (25%) reporting a strong connection and 36 respondents (21%) feeling somewhat connected. Meanwhile, 35 respondents (21%) remained neutral. 34 respondents (20%) said they feel no connection, and 22 respondents (13%) feel not at all connected. Through this, we can understand that while many respondents feel a positive connection with Nestlé's advertising, a significant portion do not feel connected or remain neutral.

- **Have you ever shared or recommended Nestlé products after seeing an advertisement or promotion?**

Have you ever shared or recommended Nestlé products after seeing an advertisement or promotion	Resp onde nts	Per cent age
a) Yes, frequently	42	25%
b) Yes, occasionally	68	40%
c) No, rarely	37	22%
d) No, never	21	13%
Grand Total	168	100 %

Table No



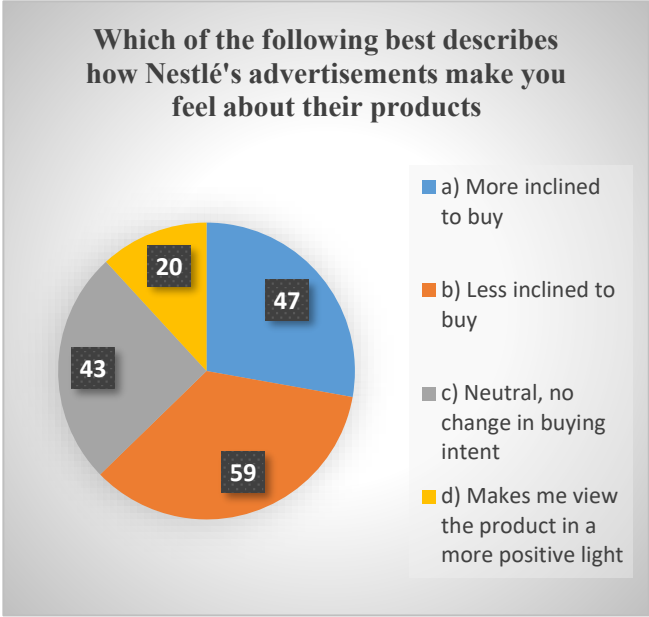
Graph No

Interpretation: The above table shows that the majority of respondents have shared or recommended Nestlé products after seeing an advertisement or promotion, with 68 respondents (40%) doing so occasionally and 42 respondents (25%) doing so frequently. Meanwhile, 37 respondents (22%) said they rarely share or recommend, and 21 respondents (13%) said they never have. Through this, we can understand that most respondents are influenced by Nestlé’s advertising or promotions to share or recommend their products to others.

- Which of the following best describes how Nestlé's advertisements make you feel about their products?

Which of the following best describes how Nestlé's advertisements make you feel about their products	Res pon dent s	Per cent age
a) More inclined to buy	47	28 %
b) Less inclined to buy	59	35 %
c) Neutral, no change in buying intent	43	25 %
d) Makes me view the product in a more positive light	20	12 %
Grand Total	169	100 %

Table No



Graph No

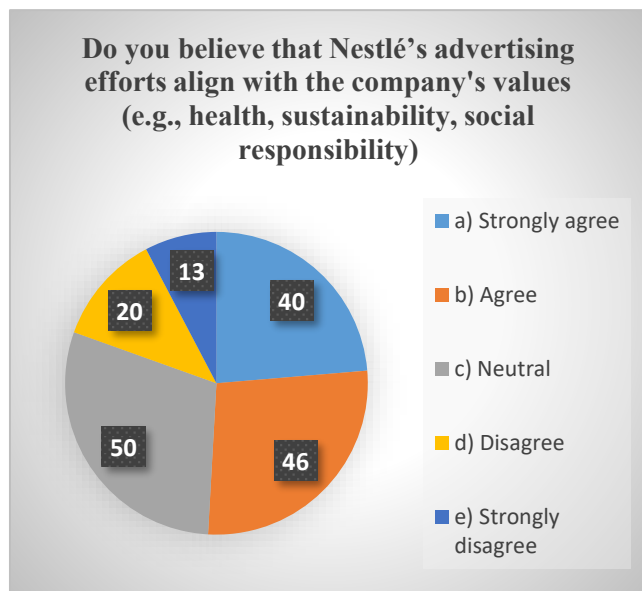
Interpretation: The above table shows that the largest group of respondents feel less inclined to buy Nestlé products after seeing their advertisements, with 59 respondents (35%). This is followed by 47 respondents (28%) who feel more inclined to buy. Meanwhile, 43 respondents (25%) remain neutral with no change in buying intent, and 20 respondents (12%) said the ads make them view the product in a more positive light. Through this, we can understand that Nestlé’s advertisements have a mixed impact on consumers’ buying intentions, with a notable portion feeling less inclined to purchase.

- Do you believe that Nestlé’s advertising efforts align with the company’s values (e.g., health, sustainability, social responsibility)?

Do You Believe That Nestlé’s Advertising Efforts Align With The Company's Values (E.G., Health, Sustainability, Social Responsibility)	Res pon den ts	Pe rce nta ge
a) Strongly agree	40	24 %
b) Agree	46	27 %
c) Neutral	50	30 %
d) Disagree	20	12 %
e) Strongly disagree	13	8%

		10
		0
Grand Total	169	%

Table No



Graph no

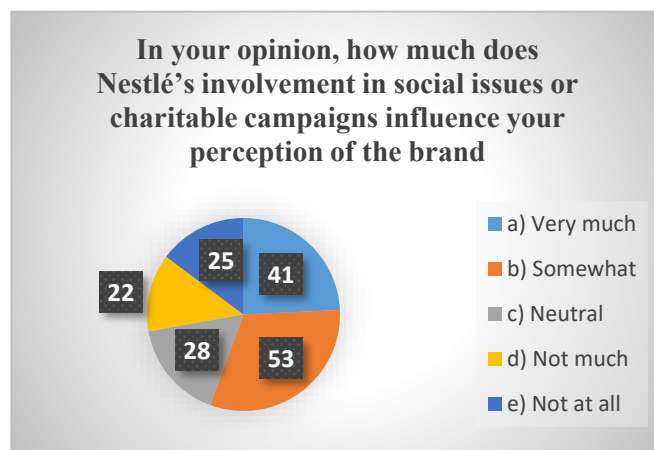
Interpretation: The above table shows that the majority of respondents agree that Nestlé's advertising efforts align with the company's values, with 46 respondents (27%) choosing agree and 40 respondents (24%) choosing strongly agree. Meanwhile, 50 respondents (30%) remain neutral. 20 respondents (12%) disagree, and 13 respondents (8%) strongly disagree with the statement. Through this, we can understand that most respondents believe Nestlé's advertising reflects its values, although a significant number remain neutral or disagree.

- **In your opinion, how much does Nestlé's involvement in social issues or charitable campaigns influence your perception of the brand?**

In your opinion, how much does Nestlé's involvement in social issues or charitable campaigns influence your perception of the brand	Respon den ts	Pe rce nta ge
a) Very much	41	24%
b) Somewhat	53	31%
c) Neutral	28	17%
d) Not much	22	13%

e) Not at all	25	15%
Grand Total	169	%

Table No



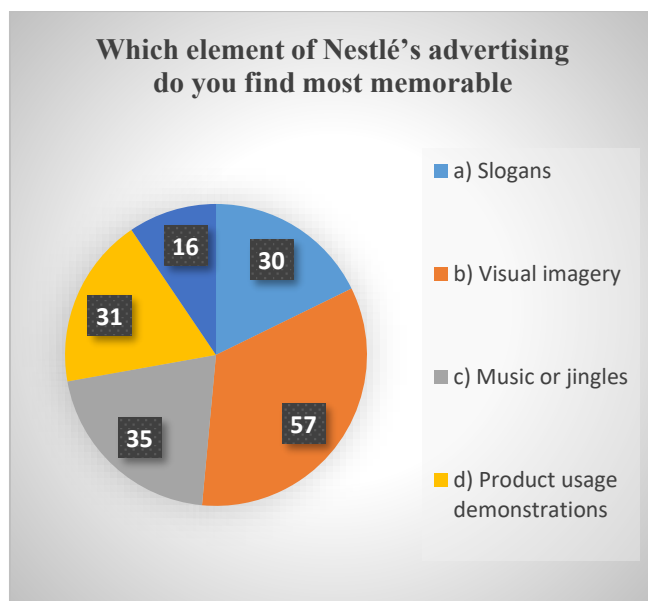
Graph No

Interpretation: The above table shows that the majority of respondents feel that Nestlé's involvement in social issues or charitable campaigns influences their perception of the brand, with 53 respondents (31%) saying somewhat and 41 respondents (24%) saying very much. Meanwhile, 28 respondents (17%) are neutral. 22 respondents (13%) feel it influences them not much, and 25 respondents (15%) feel it does not at all. Through this, we can understand that most respondents view Nestlé's social and charitable efforts as an important factor in shaping their perception of the brand.

- **Which element of Nestlé's advertising do you find most memorable?**

Which element of Nestlé's advertising do you find most memorable	Respo nden ts	Perce ntage
a) Slogans	30	18%
b) Visual imagery	57	34%
c) Music or jingles	35	21%
d) Product usage demonstrations	31	18%
e) Celebrity or influencer endorsements	16	9%
Grand Total	169	100%

Table No



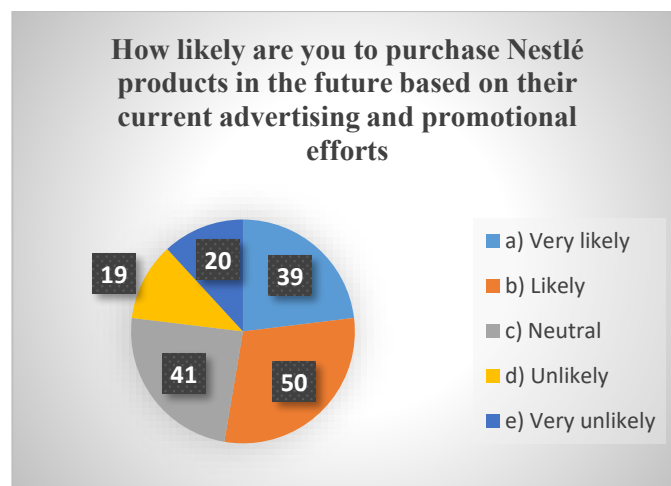
Graph No

Interpretation: The above table shows that the majority of respondents find visual imagery the most memorable element of Nestlé's advertising, with 57 respondents (34%) selecting this option. This is followed by music or jingles with 35 respondents (21%), and both slogans and product usage demonstrations with 30 respondents (18%) and 31 respondents (18%) respectively. Only 16 respondents (9%) find celebrity or influencer endorsements the most memorable. Through this, we can understand that visual elements and music play a key role in making Nestlé's advertisements memorable to consumers.

- **How likely are you to purchase Nestlé products in the future based on their current advertising and promotional efforts?**

How likely are you to purchase Nestlé products in the future based on their current advertising and promotional efforts	Res pon den ts	Per cen tag e
a) Very likely	39	23 %
b) Likely	50	30 %
c) Neutral	41	24 %
d) Unlikely	19	11 %
e) Very unlikely	20	12 %
Grand Total	169	100 %

Table No



Graph No

Interpretation: The above table shows that the majority of respondents are likely to purchase Nestlé products in the future based on their current advertising and promotional efforts, with 50 respondents (30%) choosing likely and 39 respondents (23%) choosing very likely. Meanwhile, 41 respondents (24%) remain neutral. 19 respondents (11%) said they are unlikely, and 20 respondents (12%) said they are very unlikely to purchase Nestlé products in the future. Through this, we can understand that most respondents have a positive outlook on purchasing Nestlé products influenced by current advertising and promotions, though some remain uncertain or unlikely.

Statistical Analysis

B	C	D	E	F	G	H	I	J
	Chi square calculation							
	O	E	X ²					
a) Very high	27	33.8	1.368047					
b) High	42	33.8	1.969349					
c) Moderate	47	33.8	5.15503					
d) Low	30	33.8	0.427219					
e) Very low	23	33.8	3.450888					
Grand Total	169	169	12.39053					
X ² table value	9.488	X ² calculated value	12.3905					
H0 rejected		H1 accepted						
As table value is less than calculated value, We reject H0 (null) and accept H1 (alternative)								
Note:-								
X ² = chi square								
O = Observed value								
E = Expected value								
Formula:- $\frac{(O-E)^2}{E}$								
Degree of freedom : 4								
Significance : 0.05								

V. FINDINGS

1. It is revealed that most of the participants are young adults, considering 40.83% belong to the .age group 18–25. In the next age group, the share of persons older than 45 is 15.98%, the same as people between 26 and 35. The share of people 36–45 years old is 12.43%.

2. Out of all the respondents, 32.74% stated they buy Nestlé goods each month, 25.60% said once weekly, 23.21% rarely

acquire them and 18.45% have never bought any. Most people prefer to buy themselves clothing once a month.

3. Around a quarter of the respondents have a moderate understanding of Nestlé's ads, similar numbers have a high understanding and a few others have an even deeper knowledge. Only 13.61% of people have very little information about environmental science.

4. 31.36% stated that social media plays the biggest role which is followed by online videos at 20.12% and print media at 19.53%. People found TV ads and other kinds of advertising to influence them less (16.57% and 12.43% respectively).

5. Some 33% of the respondents suggest that ads are very important in how they see Nestlé, while 31% think it's somewhat important. Two out of ten people see it as unimportant and sixteen percent do not have a strong opinion.

6. 31% of respondents chose free samples as their main reason for buying, 28% said they liked discounts, 24% favored celebrity endorsements and 17% chose social media campaigns.

7.36% said that being encouraged by Nestlé's promotions helps them sometimes test new products, while 26% replied frequently. No was given in 20% of cases and 18% went for never.

8. Eight percent said that promos keep them loyal to Nestlé, 23% were uncertain, 17% felt this strongly, 15% did not see it as important and 13% declared strongly they do not agree.

9. Just over a third of respondents feel better about the quality of a product after seeing a promotion, one third are neutral and 24% find promotions make them trust the product less.

10. Out of the respondents, 39% stated that they have switched to a new Nestlé brand due to its ads several times. 37% preferred picking a new Nestlé product up to twice and 24% have never made a switch.

11. 31% of the respondents claim that seeing Nestlé ads excites or pleases them, while 27% feel the ads make them trust the brand, 25% get happier and 17% feel nothing.

12. Approximately 32% of people think that sustainability and health stand out the most in advertised ads. 27% also prefer creativity, while 22% choose celebrities and 19% are fans of demos.

13. Approximately 33% notice that Nestlé's brand value has increased to some extent due to advertising, 28% believe it increased a lot, 25% indicate that it rose only a little, while 15% indicate that other reasons influence it.

14. When asked about Nestlé's advertising, 33% said it is slightly ahead of competitors, another 25% said it is much

better, 18% replied it is much the same, while 10% and 14% said it lacks in comparison.

15. There are 28% who believe that Nestlé's brand is only slightly better, another 24% who think it's better in many ways, 26% consider it equal and finally 22% who judge it as being worse.

16. 32% of the respondents state that they notice Nestlé ads frequently, 25% see them every now and then and 20% say they see them very often. Most people do notice these products, while only a little more than 7% remains unaware of their presence.

17. Just over a quarter of participants agreed that Nestle advertisements show the quality of its products strongly, while almost a quarter said they convey it well and 28% remained neutral. Overall, only 12% considered it not very successful and 9% didn't think so at all.

18. For 24% of people, the price is the most deciding factor in what they purchase, seconded by the product's quality (23%) and advertising took third place (22%).

19. 25% of people feel a strong bond with the brand thanks to its ads, 21% feel more connected, 21% are in the middle and 33% see no link at all.

20. After seeing ads, over two-fifths of the participants may promote Nestlé goods occasionally, a fifth promote them usually and a little over one-tenth never promote them.

21. 35% are less motivated to buy as a result of seeing an ad, 28% are more interested, 25% are neutral and 12% like the product a little more afterward.

22. It is clear that 27% of people agree, 24% strongly agree and 30% are uncertain whether Nestlé ads mirror the company's values. Fewer than 20% feel that they strongly disagree or disagree.

23. Nestlé's efforts in the community slightly impact the opinion of 31%, a lot for 24% of people and neither little nor much for another 28%, while 28% are not influenced.

24. About a third or 34%, remember the visuals the most from Nestlé ads, while 18% each recall the music or jingles and the company's slogans and 21% focus on product demonstrations. Nine percent of people choose celebrities.

25. 30% want to continue buying Nestlé products, 23% are sure to do so, 24% are unsure and 23% will probably not.

VI. SUGGESTIONS

1. As almost half of the respondents are in the 18–25 age range, brands should make ads that appeal to youth using trendy and exciting themes. For this generation, Instagram, YouTube and Snapchat are the most effective platforms to use.

2. Because so many consumers purchase the product each month and week, Nestlé should try giving out offers for combo packs or discounts weekly or monthly to make more purchases.
3. Companies should work on creating well-designed ads since 24.85% know about Nestlé ads very well and 27.81% know them somewhat and hope to increase this number of high-awareness people.
4. With a large part of consumers being influenced by social media, Nestlé could post more Instagram reels, YouTube shorts and use influencers to get attention for its ads.
5. As about one-third think ads are very important for their opinion of the brand, Nestlé has to promote the brand using trust, quality and emotions.
6. As survey respondents cited free samples as the top factor, brands should give out more product trials, allow in-store tastings or hand out samples to encourage people to buy.
7. Since promotions help encourage some people to try new items, the company could introduce them using promotions with special or eye-catching packaging.
8. Because 41% of people think promotions can build trust, Nestlé may want to highlight the special qualities of its products, how healthy they are and stories of its customers.
9. Since 39% claimed that Nestlé's ads made them switch from another brand, the company should try to make ads that directly compare Nestlé to other companies and explain why it is better.
10. Since ads make 35% of people less inclined to buy, it's necessary to make them more honest, enjoyable and less bland to reduce this reaction.
11. Since visuals are often the most memorable aspect for 32% of people, ads need to include bright pictures, interesting graphics and entertaining animations to help people remember them.
12. Price and product quality are the leading factors inspiring purchases, so advertisements should emphasize both low prices and excellent quality.
13. Because 30% of customers have a high chance of buying Nestlé, the company can strive to improve advertising and offers with the goal of making neutral customers interested in buying in the future.

VII. CONCLUSION

It is clear from the research that advertising and promotion are vital in creating the Nestlé brand. The majority of people have learned about Nestlé from social media and internet sites. It was noted by many respondents that factors such as

freebies, price cuts and fresh advertising make them feel more confident about the brand and even replace other brands.

Advertising helps people feel excited, cheerful and linked to Nestlé. Even though there are those who feel less excited after watching ads, very many people think television ads can introduce qualities of a product and increase a brand's recognition. I find the images and scores from the ads to be the parts I remember the most.

All in all, Nestlé has achieved its aim of attracting and retaining customers; it is well-known, loyal to its consumers and seen in a positive light. Ads can still use improvements to touch the feelings of more people.

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